

STUDY OF TERMINOLOGY OF CRISIS MANAGEMENT

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The author studies the nature of "crisis" in scientific works of different authors allows us to state the fact that there are two basic approaches to the definition of crisis and crisis situations at the industrial enterprise. Some authors associate the concept of crisis directly from palatinate and bankruptcy of the company that, in our opinion, is not sufficiently objective point of view, since bankruptcy is the final phase of the crisis, its extreme stage, which is not necessarily achieved in each crisis situation. Others define crisis as any event in violation of the balance in the system – the enterprise. By combining these two approaches, we propose to form a notion of the recession as follows. A crisis is a process that occurs as a result of aggravation of contradictions in the system that takes it out of balance and can lead to the impossibility of functioning. From this definition it turns out that the crisis only can (is able) to bring the enterprise to the far West (bankruptcy, liquidation) – impossibility of functioning, but this event is not mandatory and can occur only in a pinch.

In a market economy, the bankruptcy of enterprises is normal. Out of every 100 newly established enterprises is held in the market no more than 20-30. In the US, for example, the total number of enterprises declared bankrupt in an average year is around 30000. For Germany, France, Japan and other industrialized countries the problem of bankruptcy is now urgent for Ukraine. The bankruptcy of enterprises – a consequence of a deep financial crisis, the system of measures for management which did not give positive results.

Scientific analysis of the economic essence of the conceptual bankruptcy and methods of its prevention in the Russian literature is still inadequate. The essence of bankruptcy usually is considered in one plane: legal or financial. The financial approach to the essence of bankruptcy is practically reduced to the concepts of "insolvency" (which, in principle, raises no particular objection, since "failure" is understood as "insolvency", which is a complex financial condition of the distressed enterprise at any time during the development of the crisis) and is classified depending on its causes. In our opinion, bankruptcy is the final stage of the crisis, accompanied by the imbalance of financial flows of the company and a violation of its financial stability. In the case when the company has no prospects to restore its solvency by its own potential, it becomes a new quality, becomes bankrupt. It seems to us that at this stage of development of the crisis the terms "replacement" and "bankruptcy" in many ways, have synonym basis.

In modern economic literature devoted to the problems of the enterprises-debtors, applies different concepts in the development of measures to improve their economic-financial situation. The most common procedure, improvement of the crisis enterprises found a complex concept - "crisis management", "rehabilitation", "restructuring". The General scheme of the procedure of improvement of the crisis enterprises using methods of crisis management", "rehabilitation", "restructuring" described in Fig.1.4, where also a detailed study of the state enterprises in a crisis and after it, that is, the results of the use of different methods and means of "crisis management", "rehabilitation", "restructuring". Consider in more detail what are the similarities and differences between these fundamental to the management of enterprises in crisis methodological approaches.

A study conducted under the guidance of Professor A.Gryaznova, recommends under crisis management to name such a management system, which has a complex, systemic in nature and aimed at prevention, elimination of adverse business phenomena through the use of the full potential of modern management, development and implementation of the enterprise special programmers have strategic character, allowing you to eliminate temporary difficulties, maintain and increase market position under any circumstances, using its own resources.

In the studies of Kharkiv scientists O.Pushkar, A.Trída, A.Kolas stresses that the essence of crisis management consists in the operational response to the manifestation of the factors contributing to the onset of the crisis, through the timely development and implementation of relevant anti-crisis measures and programs. Another group of researchers led crisis management consider a set of forms and methods of realization of anti-crisis procedures applicable to a particular enterprise-the debtor and characterize the economic relations

developing in its rehabilitation or liquidation. This approach, according to the author of this study, is correct from the point of view of the analysis of economic relations in the process of implementation of anti-crisis management, but, according to L.Ligonenko, this definition is restricted to a single enterprise and the procedures provided by the bankruptcy process. A study conducted under the guidance of Professor G.Ivanov, the term "crisis management" is replaced by the term "bankruptcy system" that, in our opinion, also did not disclose its full essence.

Could not agree more with L. Ligonenko, what is the vision of this process characterizes the essence of crisis management only from the point of view of predicting bankruptcy and its exit from this state. In the work of L.Ligonenko crisis management is presented as a special, continuously-organized management, aimed at the most rapid identification of the signs of a crisis situation and to create appropriate conditions for its timely overcome to ensure recovery of the viability of individual enterprises, prevent the emergence of bankruptcy. With the author's view difficult to accept, however, appears to be a significant shortcoming of the replacement of the term "crisis management" with the term "crisis management". Bringing L.Ligonenko does not consider the economic relations arising in the enterprise in the implementation process of this management.

Thus, from our point of view, we can interpret the term "crisis management" as organized on a permanent basis the company's management considers a set of economic relations concerning the revealing signs of a crisis condition of the enterprise and its prevention.

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